

Lisa Spitz

47 Alder Street, No. 29 Waltham, MA 02453 / Tel: 617.438.8184 / lisa@lisaspitz-design.com

Education

MDes, Interaction Design
Carnegie Mellon University
Pittsburgh PA, 5/02

BA, Graphic Arts and Psychology
Regis College, Weston MA, 5/98

Master's Thesis Essay

Understanding Users: The Role of Empathy in Design Research.

Examined multi-disciplinary research methods and developed a framework of empathy.

Master's Thesis Project

Approaching Empathy: Designing Activities for Homeless Families in Transitional Housing.

Developed a series of low-cost activities that center around realizing growth and coping with life's challenges.

Awarded GradUate Small project Help (GUSH) funding.

Programs

Photoshop, Illustrator, Freehand, InDesign, Quark Xpress, Director, Dreamweaver, and HomeSite.

References and Portfolio

available upon request.

Qualifications Summary

High-energy, detail-oriented Interaction Designer with six years experience seeking freelance design opportunities. Passionate about transforming clients' identity, print, and web design needs into meaningful experiences. Background includes generative user research, information architecture, interface/web design, print design, and usability evaluation.

Professional Experience

Interaction Designer, Lisa Spitz–Design, Waltham MA, 5/04–present

- **Net Impact**, San Francisco, CA. Conducted an Expert Review of Net Impact's website and monthly newsletter for ease of navigation, language clarity, and "call to action" energy.
- **mSpoke**, Pittsburgh PA. Conducted a Usability Evaluation of a supply chain news aggregation service.
- **PaperThin**, Quincy MA. Redesigned a content management system for a mid-market CMS provider.
- **Vera Institute of Justice**, New York NY. Created a logo, stationary system, website, and promotional postcard for the Accessing Safety Initiative, a project committed to improving services for women with disabilities who have experienced violence. www.accessingsafety.org
- **Nomad**, Cambridge MA. Designed the 2005 & 2006 Fall/Winter store newsletter.
- **Etui**, Arlington MA. Designed business cards and hang tags for a start-up fashion designer.
- **Garment-NYC**, Brooklyn NY. Created a logo, business cards, hang tags, and website for a start-up knitwear designer.
- **You're Home**, Weston MA. Established an online presence and produced sale and event based marketing materials for You're Home Custom Interiors. www.yourehome.net
- **Adaptive Environments**, Boston MA. Redesigned *Access New England*, a publication of the ADA & Accessible IT Center (www.adaptiveenvironments.org/neada/site/newsletter) and designed English and Portuguese versions of a 2004 conference program guide.
- **Massachusetts Bay Transportation Authority (MBTA)**, Boston MA. Designed a 64-page rider's guide to accessibility on the MBTA subway system. www.mbta.com/riding_the_t/getting_around/

Interaction Design Consultant, Adaptive Environments, Boston MA, 1/03–12/03

Redefined the strategic direction, information architecture, and visual design for Adaptive Environments' online web presence. www.AdaptiveEnvironments.org

Lead Designer/Information Architect, Fidelity Investments, Marlborough MA, 1/03–5/04

- Led the design process for multiple projects with coinciding deadlines.
- Managed design resources (visual, prototyping, editorial, and usability).
- Scheduled and conducted design review sessions with stakeholders (business partners, development managers, and marketing representatives).

Designer, United States Postal Service, Carnegie Mellon University, 5/01–8/01, 1/02–5/02

- Redesigned the Domestic Mail Manual in the form of a brochure for household mailers. <http://pe.usps.gov/cpim/ftp/manuals/dmm100/dmm100.pdf>
- Provided expert guidance and consultation on the organization and development of the Domestic Mail Manual for Businesses and Organizations. <http://pe.usps.gov/cpim/ftp/manuals/dmm200/dmm200.pdf>

Freelance Designer, Learning Technologies Givol Olson (LTGO), Waltham MA, 8/01

Conceptualized, designed, and developed a logo and web site for a management advisory services firm.

Web Designer, Fidelity Investments, Boston MA, 3/00–8/00

- Demonstrated how to intuitively integrate new services into Fidelity's web site.
- Developed screen flow diagrams, Photoshop mock-ups, and HTML prototypes.
- Observed customers interacting with working prototypes and suggested modifications.

Research Associate, American Institutes for Research, Concord MA, 7/98–2/00

- Interfaced with clients, including Kodak, Microsoft, and Motorola, to plan and conduct usability evaluations of their web, software, or mobile device interfaces.
- Authored reports with usability testing results and interface recommendations.